

Fleskes named WVCW manager

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In annual elections last Tuesday WVCW staff members chose Robert Fleskes as new general manager of the Virginia Commonwealth University student-run radio station.

Fleskes, currently program director at the station, ran against Robb Spewak, WVCW's personnel director.

Spewak, who is also a member of the station's offbeat "Morning Mafia," will become WVCW's new program director, a position second to the general manager in authority.

Fleskes will replace Max Ryder, who graduates this spring.

Before the elections Ryder, WVCW's general manager since 1990, spoke to the group of about 35 staff members.

In the heartfelt speech Ryder thanked everyone and spoke about the station's history.

"It's like giving away my first born," Ryder said. "So much has changed since the days back at the Milhiser House."

Last summer WVCW moved from the Milhiser House on Franklin Street to its current location in the New Academic Building. The move was one of many changes that have taken place at the station in the past two years.

"I want to give the listeners what they want. If they have something they want to hear, I want to know about it."

-Robert Fleskes, new general manager, WVCW

"I remember when the jocks came in when they felt like it and played Beatles records backwards," Ryder said. "Today I think we sound as good as many professional stations."

The two candidates answered questions from staff members before ballots were cast.

Following his election Fleskes spoke about his competitor.

"Robb is great. He is extremely talented. Radio is what he does best and I'm looking forward to another year working with him."

Fleskes said he also was looking forward to working with the station's new faculty adviser, Joyce Dodd.

"Joyce is wonderful. Her knowledge of broadcasting is enormous, and radio is her forte," he said.

When asked about his plans for the station, Fleskes said, "I want to maintain the degree of professionalism that we have achieved."

Fleskes also spoke of being more responsive to the station's listening audi-

ence.

"That's very important. I want to give the listeners what they want. If they have something they want to hear, I want to know about it," he said.

Fleskes plans to make the station sound a bit more eclectic by including an R&B show and a "Quiet Storm"-style slow jams show on Sundays.

"I want the station to have a larger role in serving the university as well. WVCW can work with the university on special events and can help university organizations to get their messages out," he said.

Fleskes said one of his most important goals for the station is to continue to work toward an FM frequency.

WVCW now broadcasts to many university buildings by carrier current at 640 AM and to subscribers of Continental Cable's radio service at 105.7 FM.

"It's always been our hope that we could secure a true FM frequency. We're closer now than we have ever been," he said enthusiastically.

"It's just a matter of time before it finally happens."